



ONE PAGE STRATEGIC PLAN 2022

VISION		
For everyone to feel welcome to come as they are and leave as they would like to be.		
MISSION		
We inspire hope and well-being for people of all ages by providing counseling, education, and support.		
STRATEGY OBJECTIVES	KEY GOALS AND ACTIONS	KEY STAKEHOLDERS
FOCUS AREA Quality Care <ul style="list-style-type: none"> ○ Provide a positive client experience ○ Offer professional development to staff ○ Meet quarterly with P&C Committee ○ Follow regulations ○ Improve client outcomes ○ Create Client Advisory Committee 	<ul style="list-style-type: none"> ● Provide client surveys and implement changes ● Evaluate client outcomes quarterly ● Quarterly P&C meetings ● Monitor community mental health trends ● Quarterly CQI Meetings (Quality) ● Conduct CARF, MSHN audits ● Solicit therapist feedback 	<ol style="list-style-type: none"> 1. DCS 2. LT 3. Therapists 4. P&C Committee 5. Contracted specialists 6. Clients
FOCUS AREA Community Partners <ul style="list-style-type: none"> ○ Attend networking events ○ Join regional task forces ○ Schedule partner meetings ○ Expand Senior Services and School partnerships ○ Seek 1 new annual partner contract ○ Grow LGBTQ presence 	<ul style="list-style-type: none"> ● Therapists will be part of 1 networking group ● FDD/CEO attend events regularly ● Meet with school administrators ● Partner with Cancer Services, Rock, etc. to provide counseling services ● Increase attendance of COMPASS ● Start one new group ● Use BOD connections 	<ul style="list-style-type: none"> ● CEO ● FDD ● DCS ● Therapists ● Board members ● Interns
FOCUS AREA Diversify Revenue Streams <ul style="list-style-type: none"> ● Decrease United Way percentage ● Increase client fee revenue ● Seek new grant opportunities ● Increase grant revenue ● Capitalize Mom Prom event ● Leverage Tri Star relationship 	<ul style="list-style-type: none"> ● Add new insurance coverages ● Focus on DAS improvement ● Outsource grant funding ● Seek and apply for new grants ● Increase request of renewal grant asks ● Review pricing & sponsorships for Mom Prom ● Add available hours to S.S & Schools ● Meet quarterly with Tri Star ● Focus on legacy giving 	<ul style="list-style-type: none"> ● FDD ● CEO ● Business Manager ● Business Department ● Front Office Department
FOCUS AREA EAP <ul style="list-style-type: none"> ○ Raise awareness of EAP program ○ Solidify expertise in EAP services ○ Add more EAP partners ○ Provide better customer service 	<ul style="list-style-type: none"> ● Invest resources in promoting program ● Offer work place seminars & trainings ● Assign therapists to organizations ● Market services ● Ask for referrals ● Provide orgs with marketing collateral ● Cross train FO/Access for EAP support 	<ul style="list-style-type: none"> ● EAP Coordinator/DCS ● CEO ● FDD ● FO Department ● Therapists ● Access Coordinator ● Business Department
FOCUS AREA Recruit & Retain Talent <ul style="list-style-type: none"> ○ Improve & maintain positive staff morale ○ Be transparent & communicate ○ Provide competitive salary/benefits ○ Increase BOD interaction ○ Build internship program ○ Provide safe work space 	<ul style="list-style-type: none"> ● Hold quarterly team building events ● Provide regular employee surveys ● Partner with volunteer cause ● Provide flexible work environment ● Follow Covid safety guidelines ● Offer training and professional development ● Conduct local/regional market analysis ● Host board/employee events 	<ul style="list-style-type: none"> ● CEO ● DCS ● BM ● Office Manager ● Therapists ● All staff ● Community partners ● Board of Directors